



CGI INCREASE PROFITABILITY BY IMPROVING EFFICENCIES



Creative Graphics International (CGI) is one of the world's leading specialists in providing branding solutions for automotive and commercial purposes. Their customer base varies from global automotive and other transport related industries to leisure, which is why they offer both functional and decorative products. To supply the global automotive industry requires precision and quality to each customer's individual specification. CGI ensure the products they deliver not only meet, but also, exceed those quality expectations.

As a total solutions provider CGI supply a wide range of products and services from design and artworking to print and production. They produce graphical material for all their customer's branding needs, from POS displays to vehicle graphics.

This £6.5 million turnover international company has two manufacturing facilities in the United Kingdom (Bedford & Stratford upon Avon), and one in South Africa (Cape Town).

Having so many aspects to the business has meant CGI were eager to try a Management Information System (MIS) that simplified and speeded-up their business processes.

Since Feb 2010 CGI's Bedford site has been using Productive and DataFlow modules from the leading MIS provider, Shuttleworth Business Systems. These tools have proved so useful that they have recently rolled them out to their Stratford site.

The Challenges and Solutions

Dave Shore, Management Information Systems Controller of Creative Graphics International explains why Productive and DataFlow have proved so successful for CGI.

"We have been users of Shuttleworth MIS since 2001 and have always found their systems user friendly. The Productive and DataFlow software modules, have given us a real advantage in terms of customer service and efficiencies."

Productive is a scheduling systems that helps to plan and schedule work through the Pre-Press, Printing and Post Press operations. This scheduling tool places work into the various parts of the factory and monitors and indicates due dates to everyone within the chain of work flow, highlighting when a job should be delivered and finished in any one area.

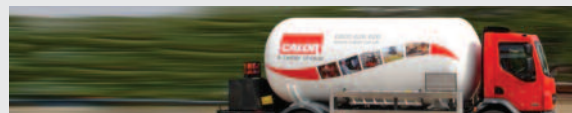
Productive provides alerts and creates reports such as 'work to do lists' for each department so that flow of production is seamless and as efficient as possible.

DataFlow is a browser based system for gathering real time job based data from the shop floor.

Dave explains "this is the 'booking element' of the system and it creates real costs and time calculations which are used to improve and refine our estimates to ensure they are as accurate as possible.

The DataFlow module automatically feeds back all the information to the Shuttleworth MIS system, providing reports which we use to monitor a wide range of criteria. We can gather information relating to each individual machine or person, comparing performance and testing efficiencies.

This has been very useful for CGI as we have used these reports to improve training requirements or to schedule maintenance improvements using accurate information based on real strengths and weaknesses. The module also allows us to monitor all 'non



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conformities', or reject levels, over or under production levels; all this information can be used to improve our estimates and our production quality.'

Dave added "in general DataFlow has helped efficiencies around the factory and helped us communicate with our customers on a day to day basis.

Anyone can see how a job is progressing through production by simply looking at the system; they can make quick and informed decisions to help meet our customer requirements.

Long gone are the days of literally running round the factory to find out if a customer's delivery can be brought forward or if a quantity can be increased; the information is at hand and the system gives instant traceability, helping us to make more informed and accurate decisions."

CGI's on-going relationship with Shuttleworth has been essential to the success of implementing and maintaining successful MIS.

Dave explained the partnership "as the systems manager it is essential part of my job to ensure the smooth running of the MIS systems.

Implementing the Productive and DataFlow modules to both our sites went remarkably smoothly. It is

natural for people to be nervous about the implementation of any new system, but our relationship with Shuttleworth has ensured that we have received full support and training for any new element which was essential for all our staff to fully understand and utilise the system.

Shuttleworth has always been on hand to deal with any technical issues that have arisen, quickly and smoothly so that problems or training issues are soon rectified to my full satisfaction."

In Conclusion

Dave Shore concluded "MIS is an essential tool to any successful business. Productive and DataFlow have surpassed our expectations and CGI is now a much leaner and more efficient operation.

We have been able to identify and improve areas such as low margin jobs, inaccurate estimation and improve scheduling and efficiency of production. Our precious resource of staff is now much better placed to provide vital customer service.

CGI is gaining an essential advantage over our competitors and we are able make sound business decisions and use the improved knowledge we have to respond and exceed our customers expectations.

DataFlow and Productive have certainly helped to increase our profitability by improving the efficiencies of our entire production processes".

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Dave Shore
MIS Controller

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